PLP Innovation and Technology Opportunity Grant Program Application

Library Name: Pleasanton Public Library

Project Title: Memory Kits for Adults and their Caregivers

Select category you are applying under:

- [ ] Category A: Innovation and Technology Opportunity Grant
- [ ] Category B: Grant Replication Program
  If Category B is selected, enter the name of the grant you are replicating:

1. Please provide a one paragraph project summary.

The structure of Pleasanton’s Library and Recreation department combines a wide variety of services that span from a preschool to a cemetery. This composition provides a unique opportunity to leverage our commonalities for services to varying age groups in our community. The Pleasanton Public Library would like to work in collaboration with our Pleasanton Senior Center to provide innovative services for cognitive needs that would include specialized Memory Kits and memory programs for senior adults and their caregivers and families.

2. Explain how this project fits with the library’s strategic directions.

In July 2019, Pleasanton’s Library and Recreation department participated in a planning process to create an integrated Library and Recreation Strategic Plan. One of the adopted strategic goals is to provide enhanced programming as an integrated department. The Library has identified the following objective that matches the department’s strategic direction:

1. Identify opportunities for increasing partnerships with other City departments, local agencies, businesses, and organizations to extend the reach of the departments to meet community needs and interests.

By pursuing access to tools that serve the underserved communities of seniors and their families and caregivers, the Library and the Senior Center would be supporting the community and aligning with its values of inclusion, customer service, innovation, and collaboration.
3. Please provide a detailed description of the proposed project including the population served and the demographics of that population.

Located in the Tri-Valley region of the Bay Area, Pleasanton is a suburban community of approximately 83,000 people, with a range of cultures, economic backgrounds, and ages. Current U.S. Census data estimates that 14.9% of Pleasanton residents are 65 years of age or older. While the median household income in Pleasanton is roughly $160,000, 30% of those 65 and older have an annual income less than $40,000. Additionally, the local Stanford Health Care facility identified behavioral/mental health as one of the top three medical issues affecting the area.

In the first nationally represented study of cognitive impairment prevalence in more than 20 years, Columbia University reported in 2022 that 10% of adults over 65 have dementia, and 22% have some form of mild cognitive impairment. In the past year of service and program planning, in conjunction with considerable research, Pleasanton Library staff has identified older adults, particularly those with cognitive needs, as an underserved part of the community for Library services.

The Pleasanton Public Library would like to develop specialized Memory Kits with interactive activities that can be used independently or with caregivers and families, coupled with programming for adults and their caregivers and families. Initially, one set of Memory Kits would be themed as therapeutic, with a “Mind Your Memory” focus to include conversation cards, games and puzzles, and sensory items, while “The Decades” kits would include music (and listening devices) from various decades alongside books with news and culture from different eras. Memory Kits can provide a tool for adults to recall memories and to engage in meaningful conversations about their life experiences around the items. For families and caregivers, the kits provide an enjoyable activity to enhance their time spent together.

To complement and promote the new Memory Kit collection, the Library would also provide educational programs for caregivers and families from local non-profits such as the Pleasanton partner CityServe, opportunities for seniors to connect while using the kits during the Mind Your Memory Group at the Pleasanton Senior Center, and a chance to meet new friends at the Memory Café series at the Library on weekends (a time when the Senior Center is closed).
4. What are the goals and objectives of the project?

GOAL ONE: Extend innovative library services to areas of Pleasanton that provide essential services to our community such as the Pleasanton Senior Center, to fill identified service gaps. Pleasanton Library aims to connect with and check out Memory Kits to 200 seniors through the course of the first year of the program.

GOAL TWO: Reach patrons that are otherwise unable to utilize traditional library services and programs. Even though the Library is open 7 days a week, seniors are a segment of the population that do not always have easy access to the Library. Additionally, the Library has had challenges connecting services to aging adults, who may have been isolated due to the pandemic or life circumstances. Finally, caregivers and families can also struggle to utilize library services. Pleasanton Library aims to reach 100 seniors through its Memory Café Program series, and 25 family members or caregivers through the educational programs at the Senior Center.

Objectives: With this new service, we would create access for several generations of seniors and caregivers and serve varied ability levels in our community. To honor our strategic goals, we have identified access to materials as a unique way to close the service gap between the Library and the Pleasanton community.

5. Please include your project timeline (include detail of activities).

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<thead>
<tr>
<th></th>
<th>DEC 2023</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APRIL</th>
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<td>PURCHASE MEMORY KITS</td>
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<td>DEVELOP PROJECT MANAGEMENT DOCUMENT</td>
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<td>MONTHLY DATA ASSESSMENT</td>
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6. Please indicate how you will evaluate success of your project.

Memory Kits
Pleasanton Library will push out a survey to participants that will aid in gathering data.
Questions to include:
   1. Which kits did you use?
   2. Did you find them useful and what did you enjoy most?
   3. Do you have any recommendations to improve the kits or the service?
   4. Are there other ways Library and Recreation could support you here in Pleasanton?
   5. How did you find out about the memory kits?

The Library would gather analytics data from checkouts from the Library’s Polaris ILS on the number of checkouts and holds. The data and surveys would be used to guide future purchasing, additional memory kit genres, and service planning.

Caregiver Programs & Memory Café
Pleasanton Library will push out a survey to the program participants and caregivers that will aid in gathering data.
Questions to include:
   1. Did you find the program useful and what did you enjoy most?
   2. Do you have any recommendations for future programs like this?
   3. Are there other ways the Library and Recreation could support you here in Pleasanton?
   4. How did you find out about the program today?

The Library would gather program survey data and metrics and use the information to assess community need and interest in continuing similar programming or expanding to new topics and locations.
7. Please detail your project budget. (Note: Indirect costs are not allowed).

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Price</th>
<th>Quantity</th>
<th>Total</th>
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<tbody>
<tr>
<td>Memory Kits Contents</td>
<td>$110</td>
<td>75 kits</td>
<td>$8,250</td>
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<tr>
<td>Travel Trunks and Bags for Memory Kits with Library/Senior Center/PLP logo</td>
<td>$19</td>
<td>75 bags</td>
<td>$1,425</td>
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<tr>
<td>Temporary Staffing for Memory Café and Delivery of Kits</td>
<td>$28/hr.</td>
<td>80 hrs.</td>
<td>$2,240</td>
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</table>

**PLP FUNDS REQUEST**

**$11,915**

**Library In-Kind Costs**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Quantity</th>
<th>Total</th>
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<tbody>
<tr>
<td>Marketing Materials and In-house Printing of Posters and Program Brochures w/ Distribution to Community Sites</td>
<td>$100/site</td>
<td>10+ sites</td>
<td>$1,000</td>
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<tr>
<td>Librarian, Senior Librarian, Supervisor, Coordinator staff time (project planning, outreach, selection of materials, cataloging, marketing, and communications)</td>
<td>$57/hr.</td>
<td>175 hrs.</td>
<td>$9,975</td>
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</tbody>
</table>

**LIBRARY FUNDS**

**$10,975**

8. Please indicate how the project will be sustained after the grant term is over.

Pleasanton Library thanks Pacific Library Partnership for continued funding for Bay Area libraries that helps libraries explore new and innovative programs for underserved communities and create best practices for replication. In the past cycle, Pleasanton Library launched the PLP-sponsored TREC collections to build tailored library collections at Recreation facilities, and while the grant ended, we are continuing to expand the collections and will launch a new selection of art books at our Harrington Gallery this fall, as well as an honor collection of sensitive topics for language learners. We would like to launch and then expand Memory Kits in the same way.

Pleasanton Library is committed to sustaining the Memory Kits by evaluating survey and usage data to expand locations in future cycles, and actively marketing the services through community partners at local memory care centers. Staff will closely work with the Recreation side of Pleasanton’s integrated department through the Senior Center, Senior transportation provider, and non-profits, as well as exploring new partnerships in the community. After the grant implementation is complete, the Library will continue to grow the collection based on participant feedback, and coordinate requests for the purchase of additional Memory Kits from its Friends organizations and the library collection budget. With the launch of a new Mobile Outreach Vehicle in 2024, the Library hopes to provide the Memory Kits through planned vehicle stops at senior facilities and will explore expanding the kits to the City’s paratransit service to broaden the reach of these meaningful tools for social connection and memory care.
Laramie County Library’s memory kits. Kits like these have been shown to help spark memories and discussion between family members, friends, and/or caregivers.
In addition to themes like “trains”, the T.B. Scott Free Library also incorporates titles aimed at the families and/or caregivers to assist in their responsibilities and in their own self-care.
A Pleasanton senior gets one-on-one computer tutoring help at the Pleasanton Senior Center.
Pleasanton seniors gather at the Senior Center.